



IN the frigid North the Esquimaux require great quantities of energy-food. In every climate frosty weather compels the body to insist upon this nutrition. Nucoa Nut Butter is a better energy-food than cow butter.

Writing of this energy-producing value of Nucoa, Dr. I. K. Phelps, Chemist in Charge of the United States Government Food Control Laboratory, at Washington, D. C., declares:

"Coconut oil as made up into nut margarine has a higher nutritive value in nut margarine, weight for weight, than butter, since nut margarine as sold upon the market is higher in content of fat oil than is butter in content of butter fat."



Butters bread  
— Stays sweet

## NUCOA—THE BETTER BUTTER

THE deliciousness of Nucoa as a food is one reason for its wide-spread use on the tables of particular people.

But it is also chosen instead of creamery butter by literally thousands of thoughtful buyers because they know that Nucoa is the more nutritious!

Nucoa contains more energy-value than cow butter.

It is the rich creamy churning of pure coconuts and milk—an appetizing, wholly satisfying, delightful spread for bread. Made of coconuts but with the creamery butter taste—and sold at half the price.

Try Nucoa on your table. You will find it unbelievably good—just plain wonderful. Nucoa is the original nut butter, and it stands as the highest grade nut butter ever churned.

Instead of Cow Butter—

# NUCOA

The Original Nut Butter

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THE NUCOA BUTTER COMPANY

New York, Chicago, Detroit, San Francisco, Los Angeles



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With or Without Fur Collars

Ideal for Motor, Sports and general utility wear.

Very Modestly Priced



435

436

435—This unusually smart coat is skillfully fashioned of genuine leather. Note the novel belt, convertible collar, and clever sleeve details. Lined throughout with soft, suede-like fabric. Obtainable in Tan, Cordovan, Gray or Black. \$59.50

436—Very modish is this graceful model of Leatherette, with its smart collar and flap pockets. The wide belt with large buckle is an admirable detail, as well as the sleeve straps, which may be tightened about the wrist. Lined throughout with soft, suede-like fabric. Colors: Tan, Black, or Gray. \$24.50

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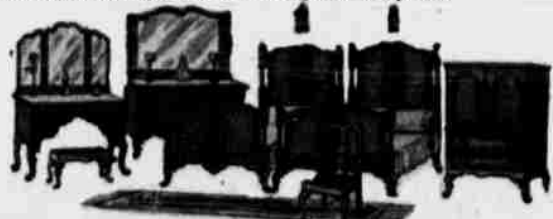
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